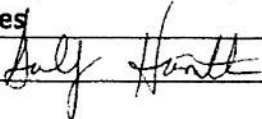


Chief Administrative Officer Memorandum	Date of Issue: October 7, 2014	Expiration Date: NA
Naming Policy for Park Lands, Features and Facilities		Policy #: 49
Signature: 		

This policy does not apply to park lands, features or facilities of fair market value less than \$50,000. Those park lands, features or facilities of fair market value less than \$50,000 are subject to recognition based on the giving level standards found on page 3 of the CAO Donation/Recognition Guidelines Policy #48.

I. INTRODUCTION AND PURPOSE

The Lexington Fayette Urban County Government (LFUCG) Division of Parks and Recreation shall oversee the naming of park lands, features and facilities within the Lexington parks system, with the exception of certain large buildings such as community centers and aquatic facilities. To ensure fair and consistent application of naming, all park lands, features and facilities requiring naming, or for which formal naming is requested, shall be evaluated and processed in accordance with this policy.

II. GOALS

The goals of LFUCG in accepting donations are:

- To encourage investments of funds and in-kind donations from diverse sources to enhance LFUCG's ability to provide the highest quality parks system to Lexington citizens as well as impress upon visitors that may consider relocation.
- To preserve the character of the Bluegrass that makes Lexington unique for its residents and visitors.
- To ensure that donors are treated with consistency and fairness.
- To recognize outstanding service to our community.
- To remain consistent with our community's values and traditions.

III. JURISDICTION

The establishment of formal legal names of permanent real property owned by the LFUCG, including parks, requires legislative action and cannot be accomplished through administrative action. Only the Urban County Council retains the authority to carry out legislative action to establish legal names. Features or distinct areas within parks, however, such as picnic structures or gardens, can be named through administrative action.

IV. NEW PROPERTY AND FEATURES

As new property is acquired and new features are constructed, the LFUCG Division of Parks and Recreation typically establishes a name based on one or more of the source criteria listed below.

- **Adjacent Street** - Names referencing an adjacent street.

- **Geography** – Names referencing geographical characteristics of an area near the park or facility, with consideration being given to archeological, geological, topographical, botanical, zoological, or human-made geographical characteristics. Geographical names shall reference features expressing timeless qualities likely to maintain name appropriateness over time.
- **History** - Names referencing a historic person, place, culture, or event associated with the land or facility.
- **Subdivision/Neighborhood** - Names referencing the surrounding neighborhood or subdivision comprising a significant portion of the park service area.

V. RECOGNITION NAMING

Naming park land or features in recognition of a person, group or entity shall be considered in accordance with our community's values and traditions as well as one or more of the following criteria:

- **Donor** - Names referencing a donor, or a name suggested by a donor, may be considered in exchange for significant contributions that benefit the division's long term development goals. Naming of land, where the land itself is donated, may be considered where the appraised value of the donated land is \$500,000 or greater or where the donated land represents at least 66% of the area of a particular park. Naming of donated features constructed using donated funds, may be considered for donations of \$100,000 or greater or where the donation represents at least 66% of the feature construction or acquisition cost.
 - The division recognizes that in some cases, it may be beneficial to utilize a 10-year agreement for naming features or park lands, which can be extended with subsequent gifts to offset costs and upkeep.
 - Annual monetary and/or in-kind donations may be recognized over a period of time if they meet requirements and reach the above thresholds.
- **Honoring a Deceased Person** – Park lands and features may be named to honor a person who has been deceased for at least two years to recognize an extraordinary service or gift to the community.
- **Group Recognition** - Park lands and features may be named to recognize an organization or group for extraordinary gifts or service to the community.
 - Non-Profits, Partner Organizations, and extraordinary volunteer efforts along with other in-kind donations can be recognized for their annual or long term gifts.
- **Recognition of Donations** – Types of recognition that may be offered to donors are outlined in CAO Donation/Recognition Policy #48.

Individuals or Entities that reflect values contrary to those of LFUCG shall not be recognized. If in question, determination shall be made by Council.

VI. RENAMING PROCEDURES

In order to respect the historical tradition and community values which previous generations bestowed on these resources, the renaming of a park, facility or feature will be discouraged. However, requests for renaming may be made by citizens or organizations and should be directed to the LFUCG Division of Parks and Recreation. Such requests will need the support of the Parks Advisory Board to be considered by the Urban County Council who has ultimate approval authority.

VII. MAINTENANCE OF DONATED PARKS, FEATURES AND FACILITIES

An endowment for at least 10% of the estimated value of the donated park, feature or facility may be provided for by donor for continued maintenance of the park, feature or facility. Exceptions may be made by Council approval to set aside maintenance funds for any given donated park, feature or facility.

VIII. NAMING APPROVAL PROCEDURES

The process for all naming requests and proposals shall be initiated by the Division of Parks and Recreation. Requests shall be reviewed by Division of Parks and Recreation staff with recommendation to the Director. The Director of Parks and Recreation shall forward a recommendation to the Commissioner of General Services. Upon review, the Commissioner of General Services will provide a recommendation to the Mayor's Office. The Mayor's Office will present a recommendation for Council consideration and approval.